RC LOGO HERE    YOUR ORG’S LOGO HERE

**FOR IMMEDIATE RELEASE:** DATE  
**Contact:** NAME, EMAIL ADDRESS, PH

**MEDIA ADVISORY**

**INTERVIEWS AVAILABLE**

***#TheFightIsntOver******#SavesLivesSavesMoney #TobaccoIsStillTakingLives***

**WHO:** YOUR ORGANIZATION’S NAME   
*(list the following as appropriate for your grant; DELETE THIS TEXT BEFORE SENDING)*

* Youth name, grade, school name
* Youth name, grade, school name
* ATFC Community Engagement Coordinator
* RC Coordinator
* Physician/Provider name, title
* High-level administrator name, title
* Health care personnel or cessation expert name, title
* Health Systems grantee name, title

**WHAT:**    
[**New York State Tobacco Control Program**](https://www.health.ny.gov/prevention/tobacco_control/program_components.htm) **representatives (and youth) *to meet with state lawmakers on Feb. 7, 2023 OR recently met with state lawmakers* to talk about:**

* local tobacco control efforts and the success of the NYS Tobacco Control Program
* greatest smoking impact on subsets of the community
* e-cigarettes/vaping among youth
* local youth group activities to counter tobacco industry influence among youth and young adults

**WHEN:**  Interviews are generally available weekdays and weekends, (with youth availability beginning at 3 p.m. on weekdays.)

**WHERE:** Please plan with the contact listed above.

YOUR ORGANIZATION’S NAME and its youth-led affiliate Reality Check met/will meet with LEGISLATORS/ NAME(S). They will discuss/discussed highlights of local efforts in support of New York’s tobacco-free norm and will share/shared key information about tobacco use in New York State.

The state’s average adult smoking rate is **12****%[[1]](#endnote-1)** down from more than **23%** in 2001[[2]](#endnote-2).

The primary unmet need of tobacco control is reducing smoking among subsets of the population whose tobacco use rates approach ***double*** **the state average.** Smoking rates remain high among adult New Yorkers:

reporting frequent mental distress,

enrolled in Medicaid,

with less than a high school education,

whose household income is less than $25,000 annually, and

living with a disability[[3]](#endnote-3).

Nearly **one in four** high school-age youth in New York State vape/use e-cigarettes[[4]](#endnote-4).

YOUR ORGANIZATION’S NAME is…(add your descriptive paragraph).

Include the following if appropriate:

[**Reality Check of New York**](http://www.realitycheckofny.com/)empowers youth to become leaders in their community in exposing what they see as the manipulative and deceptive marketing tactics of the tobacco industry. The organization’s members produce change in their communities through grassroots mobilization and education.

1. BRFSS Number 2022-12 Cigarette Smoking New York State Adults 2020. <https://www.health.ny.gov/statistics/brfss/reports/docs/2022-12_brfss_cigarette_smoking.pdf> (Accessed 12/27/22) [↑](#endnote-ref-1)
2. Bureau of Tobacco Control StatShot Vol. 14, No. 3/Sept. 2021, Milestones in Tobacco Use. <https://www.health.ny.gov/prevention/tobacco_control/reports/statshots/volume14/n3_milestones_in_tobacco_control.pdf> (Accessed 12/27/22) [↑](#endnote-ref-2)
3. BRFSS Number 2022-12 Cigarette Smoking New York State Adults 2020. <https://www.health.ny.gov/statistics/brfss/reports/docs/2022-12_brfss_cigarette_smoking.pdf> (Accessed 12/27/22) [↑](#endnote-ref-3)
4. Bureau of Tobacco Control StatShot Vol. 14, No. 3/Sept. 2021, Milestones in Tobacco Use. <https://www.health.ny.gov/prevention/tobacco_control/reports/statshots/volume14/n3_milestones_in_tobacco_control.pdf> (Accessed 12/27/22) [↑](#endnote-ref-4)